

## Frequently Asked Questions

### What is National Entrepreneurship Month?

National Entrepreneurship Month is officially celebrated each November in the United States and is comprised of Global Entrepreneurship Week, National Entrepreneurs' Day, Global Women's Entrepreneurship Day, and other entrepreneurial activities across the country. The purpose is to not only celebrate entrepreneurs and their contributions to our society, but to inspire the next generation of innovators, risk takers, and business leaders. This November, Junior Achievement will partner with numerous organizations and businesses, including the Young Entrepreneur Council (YEC), the U.S. Small Business Administration (SBA), and Babson College to engage entrepreneurs and small business owners to inspire high school students across the country with the "JA Launch Lesson." The intent is to grow this initiative into the largest in-classroom entrepreneurship mentoring effort in the United States and to generate national and local media attention for Junior Achievement.

### What is the JA Launch Lesson?

The JA Launch Lesson is the same lesson used during the 2015 JA Entrepreneurship Week. It is a 50-minute educational experience built around the theme of entrepreneurship that creates a point-of-entry for students, volunteers, and educators. It is delivered locally by entrepreneurs in classrooms, after-school facilities, and other student venues around the United States during National Entrepreneurship Month. Entrepreneurs are given a one-page guide that gives them the opportunity to connect with students, provide relevant information about their company and entrepreneurial journey, and share advice and next steps for students who are interested in starting their own business.

### What are the results from the 2015 JA Entrepreneurship Week pilot?

Results were exceedingly positive. More than 10,000 students in 400 classrooms in 33 JA Areas participated. Among students surveyed, 81 percent were motivated to learn more about entrepreneurship, while 98 percent of entrepreneurs surveyed said they enjoyed the experience and would volunteer again. In addition, nearly 100,000 organic impressions were generated on social media. An overview of the survey results is available on the [JA Intranet](#).

### Why was the name changed from the pilot year?

The purpose of the name change was to strengthen the JA brand when working with strategic partners and other local initiatives that may fall outside of National Entrepreneurship Month. JA Areas requested this flexibility. JA USA still recommends the experience occur in November to create a critical mass of awareness.

### How does participation benefit my JA Area?

The primary purpose of the JA Launch Lesson is to engage students in an inspirational experience that explores the dimensions of entrepreneurship and highlights the opportunities, challenges, and preparation required for successful participation in the global economy. In addition, the lesson provides a strategic entry point into your local entrepreneurship ecosystem. It also introduces JA to many new teachers, schools, and other education partners, opening the door for more rigorous program experiences.

Another critically important opportunity is to build on Junior Achievement's brand. By aggregating your experiences during this single high-profile month, you will contribute to JA positioning itself as the thought leader in entrepreneurship education for students in grades K-12.

### How will Junior Achievement maximize awareness and brand-building opportunities?

JA USA has developed an outreach toolkit for JA Areas to use to leverage this opportunity with local media and promote awareness through social media, blogs, and other Web-based avenues. Additionally, JA USA will promote the brand by pitching story ideas to national media in an effort referred to as "earned (or free) media."



**What materials and resources are available? Where do I find them?**

All materials and resources needed to successfully implement this experience can be accessed on the [JA Intranet](#). These include a class outline for participating entrepreneurs and educators, online surveys, recruitment materials, implementation resources, and an outreach toolkit.

**Can I register students? What are the Program Implementation Standards?**

The JA Launch Lesson is available to students in grades 9–12 and is designed as a single-class experience led by a volunteer entrepreneur. JA Areas can register classes and will receive one Instructional Contact Hour per student. The complete implementation standards for this program are available in the 2016-2017 JA Program Implementation Standards guide.

**Who is eligible to serve as a volunteer for this experience? What is the commitment?**

The person who will be most successful in serving as a volunteer is someone who has started or owns his or her own business. Volunteers are given a one-page lesson outline designed to connect them with the students, provide relevant information about their company and entrepreneurial journey, and share their advice and next steps for students interested in starting their own business. A volunteer must commit to preparing in advance and spending about one hour with one classroom of students.

**How does my JA Area connect with the local entrepreneurship ecosystem?**

A growing number of organizations in communities across the United States are dedicated to cultivating startups and supporting entrepreneurial endeavors. Business incubators and accelerators, state or local economic development organizations, and university entrepreneurship programs are great resources. JA Areas also should take advantage of existing relationships with high-profile entrepreneurs and members of their local JA Board.

**What role does the teacher play in the JA Launch Lesson?**

The teacher will agree to host the volunteer entrepreneur during the 50-minute experience and create an environment that effectively engages the students. This includes staying in the classroom and assisting the volunteer as needed with logistics or classroom management. Additionally, participating teachers are provided activities that may be completed with their students before and after the classroom visit to maximize learning.

**How will the JA Launch Lesson be evaluated?**

A brief, post-session online survey will be provided in the volunteer and teacher materials to capture volunteer, teacher, and student sentiments about the experience. JA USA will share the national results with JA Areas. Here are the individual survey links:

- Students – <http://tinyurl.com/JALaunchStudentSurvey>
- Volunteers – <http://tinyurl.com/JALaunchVolunteerSurvey>
- Educators – <http://tinyurl.com/JALaunchTeacherSurvey>

**Can my JA Area offer this experience outside the month of November?**

JA Areas are highly encouraged, but not required, to participate during the month of November to leverage national awareness opportunities provided by Junior Achievement USA and the other organizations participating in National Entrepreneurship Month.

**Can my JA Area offer this program to elementary school or middle school students?**

This point-of-entry experience is designed to identify and cultivate students, volunteers, and educators to engage in other entrepreneurship-themed high school programs offered by JA Areas. JA Areas wishing to offer this program to other grade levels must submit a variance.

